

SMOKER PROFILE AMONG PURCHASERS
(INDICES)

*not
used*

2045737635

	<u>NEXT</u>			<u>MERIT DE-NIC</u> <u>SPOKANE</u>
	<u>TOLEDO</u>	<u>HARTFORD</u>	<u>OMAHA</u>	
MEN	97	109	91	88
WOMEN	103	91	108	111
WHITE	104	104	101	102
BLACK				
18-34	89	99	87	101
35+	108	101	109	100
NO COLLEGE	89	100	103	83
SOME COLLEGE	126	100	96	126
<u>EMPLOYED</u>				
WHITE COLLAR	113	99	115	145
BLUE COLLAR	105	106	95	83
<u>UNEMPLOYED</u>				
UNDER \$30,000	101	117	99	91
\$30,000 OR MORE	106	95	106	119

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